

# Market Indicators and Forecasts

## A guide to market size and growth potential for 60 key countries

How large is the overseas market for your firm's products and services? Which countries and sectors offer the highest potential? Where are the greatest dangers? To help you answer these questions correctly—and ensure fast global growth without high risks—the Economist Intelligence Unit has launched Market Indicators and Forecasts, a unique analytical tool providing reliable data on market size and potential for 60 key markets.

Market Indicators and Forecasts gives you consistent, accurate and timely data and forecasts on what you need to know to make effective global business plans. Rather than spending untold hours trying to patch together data from multiple sources, now you can access Market Indicators and Forecasts and find just what you need in one convenient place. What's more, these market data are fully consistent with the Economist Intelligence Unit's proven macroeconomic data—so you can be assured that you are basing important global decisions on the world's most dependable source.

### Key features:

- Detailed data and forecasts on a full range of industries, including financial services, automotive, energy, healthcare, telecoms, technology, consumer goods, food, beverages, tobacco, transport, travel and tourism.
- Comprehensive coverage of consumer demographics, income, expenditure and housing.
- Key macroeconomic forecasts, including GDP, inflation, investment, trade and FDI including 25-year projections to facilitate business planning.
- Aggregate data covering nine major regions, the G7 and economies in transition.
- Risk ratings covering both country credit risk and business risk, ranging from economic policy and liquidity risk to regulatory and security risk.
- A variety of bank performance indicators, including profitability, productivity, asset quality, income statement and balance-sheet items.
- Advanced functionality to allow you to manage data easily. Functions include charting, exporting to Excel® and sorting/selecting variables by country.

### How can you benefit from using Market Indicators and Forecasts?

- Gauge market size and potential in the countries and industries in which you operate or plan to invest.

- Develop a successful international strategy based on our dependable forecasts.
- Compare countries and industries easily with data that have been chosen for consistency.
- Assess the business environment quickly in the places where you operate by using our proprietary Business Environment Rankings.
- Anticipate the risks to your overseas business with our Country Risk Ratings and Business Risk Ratings.
- Do all of this in one place, on the platform of your choice, with simple-to-use technology.

### Who uses Market Indicators and Forecasts?

Market Indicators and Forecasts enables executives to assess accurately the global marketplace. These executives include CEOs, COOs, directors of planning and business development, marketing and sales directors, market researchers, analysts, financial managers and economists. It is especially valuable to professional services firms, consulting firms, financial institutions, universities and government agencies whose interests span multiple markets and sectors. With a heavy focus on consumer markets and demographics, it is ideal for organisations that offer consumer products and services.

### Which data series are included?

#### Macroeconomic indicators

EIU OVERALL RATING: EIU business environment rating.

MARKET SIZE AND GROWTH: EIU market opportunities rating, nominal GDP, GDP per head, real GDP, growth of real GDP per head and share of world GDP.

PRIVATE CONSUMPTION: private consumption, private consumption per head, private consumption % of GDP.

CONSUMER SPENDING PATTERNS: consumer expenditure total, food, beverages and tobacco, clothing and footwear, housing and household fuels, household goods and services, health, transport and communications, leisure and education, hotels and restaurants, other goods and services.

INVESTMENT: total gross investment, gross fixed investment and nominal gross fixed investment.

GDP BY SECTOR OF ORIGIN: agriculture, industry and services.

**MACROECONOMIC STABILITY:** EIU macroeconomic environment rating, consumer prices, budget balance, public debt, current-account balance, exchange rate, The Economist Big Mac index, real effective exchange rate.

**INTERNATIONAL TRADE:** goods exports and imports, share of world goods exports, services, export and import volume of goods and services.

**FOREIGN DIRECT INVESTMENT:** inward direct investment, inward FDI flow, inward FDI stock, outward direct investment, outward FDI flow, outward FDI stock, net direct investment flows.

### Demographics and income

**POPULATION:** population, population growth, share of world population, male and female % of population, population by age categories, young- and old-age dependency ratio, birth and death rate.

**URBANISATION:** urban population, urban population % of total population.

**HOUSEHOLDS:** households, average number of people per household.

**HOUSING AND OFFICE SPACE:** total housing stock, total housing stock per 1,000 pop, new dwellings completed, EIU office space rating.

**PERSONAL INCOME:** gross personal income, personal disposable income, real personal disposable income, personal disposable income at PPP, average wages.

**INCOME DISTRIBUTION:** median household income, share of household income, income distribution of households by share, income distribution of households by income bracket.

### Automotive

**CARS AND MOTORCYCLES:** passenger cars stock, new passenger car registrations, passenger car production.

**COMMERCIAL VEHICLES:** light commercial vehicle registrations and production, medium and heavy commercial vehicle registrations and production, total commercial vehicle registrations and production.

**PETROL:** petrol consumption.

### Consumer goods

**RETAIL TRADE:** retail sales (food, non-food, LCU, 1996 US\$ prices, growth % pa).

**CLOTHING AND COSMETICS:** sales value for clothing, footwear, cosmetics and toiletries, perfumes and fragrances, skincare products.

**HOUSEHOLD GOODS:** sales value of furniture and household cleaning products, consumer expenditure on household goods and services.

**ELECTRONICS AND DOMESTIC APPLIANCES:** stock and sales volume for TV sets, sales volume for personal computers, refrigerators, video recorders, washing machines.

**DISTRIBUTION INFRASTRUCTURE:** EIU retail and wholesale network rating.

### Energy

**TOTAL CONSUMPTION:** energy consumption (tonnes of oil equivalent and kg per head).

**BY MAJOR FUEL GROUP:** coal consumption and production, natural-gas consumption and production, petroleum consumption and production, refined products consumption and production, refinery capacity, nuclear electricity power generation.

**ELECTRICITY:** electricity production and consumption (total and per head), installed electricity capacity, electricity transmission and distribution losses.

### Food, beverages and tobacco

**CONSUMER EXPENDITURE:** consumer expenditure for food, beverages and tobacco (total and % of consumer expenditure).

**FOOD:** calorie and protein intake, meat, fruit, vegetable and fish consumption, sales volume of confectionery.

**BEVERAGES:** milk, coffee and tea consumption, sales volume of alcoholic and soft drinks.

**TOBACCO:** sales volume of cigarettes.

### Financial services

**STRUCTURE: Players by Institution Type:** number of banks, number of insurance companies (all types) in market, number of mutual funds.

**STRUCTURE: Employees by Institution Type:** banks' employees, insurance companies' direct employees, insurance companies' intermediaries' (branches/agents) employees.

**STRUCTURE: Branches by Institution Type:** number of full-service bank branches, number of ATMs.

**STRUCTURE: Concentration of Top Ten Players:** concentration of top ten banks by assets.

**MARKET SEGMENTATION: Investment Products:** current-account deposits, time and savings deposits, total AUM of institutional investors, pension funds' financial assets, open-end investment companies' (mutual funds) financial assets, insurance companies' financial assets, other institutional investors' financial assets, local stockmarket capitalisation, excluding investment funds, insurance companies' total premiums, life insurance premiums, non-life premiums.

**MARKET SEGMENTATION: Credit Products:** total lending (loans plus debt securities purchased) by banking institutions, lending to the private sector (bank loans to—plus securities purchased from—the private sector), lending to businesses (non-financial intermediaries), lending to government (central), lending to individuals, including residential mortgages, consumer and other personal credits including credit-card balances, excluding mortgages, residential mortgages and other housing lending.

**MARKET POTENTIAL: Basic Indicators:** population, urban population, households, labour force, GDP, private consumption expenditure, national savings (%), disposable income, M1 money supply, quasi-money supply.

**MARKET POTENTIAL: HH Income Stratification:** number of households with nominal disposable income socioeconomic

grade A (>US\$50K), socioeconomic grade B (US\$35K-49K), socioeconomic grade C (US\$10K-34K), socioeconomic grade D (<US\$10K), HNWI adults with liquid financial assets >US\$1m, bankable households.

**MARKET POTENTIAL:** Wholesale Market Stratification: number of total businesses, number of small businesses, number of medium and large businesses.

**MARKET POTENTIAL:** Key Penetration Indicators: total lending per capita, total lending per income earner (lending/labour force), total lending per household, total lending per bankable household, total lending/GDP (%), business loans/number of businesses, total consumer lending per capita, consumer lending per income earner, total consumer lending (including mortgage loans) per household, assets of institutional investors/GDP, total insurance premiums/GDP.

**BANK PERFORMANCE:** Balance Sheet Items: banking assets, banks' capital and reserves, bank loans, bank deposits, net interest income.

**BANK PERFORMANCE:** Income Statement Items: non-interest income (net), gross income, operating expenses, net income, provisions (net), profit before tax.

**BANK PERFORMANCE:** Asset Quality: provisions/total loans, capital and reserves/assets, lending to public sector/total lending. Liquidity: loans/assets, loans/deposits.

**BANK PERFORMANCE:** Profitability: return on assets, net interest margin (net interest income/assets), overhead ratio (operating expenses/revenue), non-interest income (net)/total revenue, non-interest income/operating expenses, operating expenses/assets, non-interest income/assets, provisions/assets. Productivity Indicators: loans/employees, deposits/employees, net income/bank branches, assets/bank branches.

### Healthcare and pharmaceuticals

**HEALTHCARE:** life expectancy (total, male and female), infant mortality rate, doctors, hospital beds, healthcare spending, healthcare spending % of GDP and per head.

**PHARMACEUTICALS:** pharmaceutical sales.

**MORTALITY BY MAIN CAUSES:** infectious diseases, cancers, respiratory and circulatory diseases.

### Telecoms and IT

**EIU RATING:** EIU e-business readiness rankings.

**TELECOMS:** telephone main lines, phone faults, mobile subscribers, Internet users, personal computers, broadband connections.

**IT:** total IT spending, software spending, hardware spending, services spending.

### Transport, travel and tourism

**TRANSPORT:** total length of roads and paved roads, % of paved roads, density of paved roads, length of railway network, railroad density, air transport freight, air transport passengers, EIU road, rail and ports ratings.

**TRAVEL AND TOURISM:** international tourist arrivals, departures, expenditures and receipts, consumer expenditure on hotels and restaurants.

### Competitiveness (labour, skills and productivity)

**EIU RATING:** EIU labour market rating.

**LABOUR COSTS:** average wages, growth in average wages, average real wages, overall unit labour costs, manufacturing labour costs, manufacturing unit labour costs.

**LABOUR FORCE:** working-age population and growth, labour force, employment and employment growth, unemployment and unemployment rate.

**PRODUCTIVITY:** overall productivity of labour and its growth rate, productivity of labour in manufacturing and its growth rate, productivity of capital, EIU availability of skilled labour rating, EIU quality of labour force rating.

**EDUCATION LEVELS:** total public spending on education, current education spending, primary and secondary education enrolment ratio, higher education enrolment, mean years of schooling, adult literacy rate.

**TECHNOLOGY:** resident patents applications and grants, non-resident patents applications and grants, external patents applications and grants, R&D spending, scientists and engineers in R&D.

### Politics, institutions and regulations

**EIU BUSINESS ENVIRONMENT RATINGS:** overall business environment, market opportunities, macroeconomic and political environment, infrastructure, policy towards private enterprise, labour market, tax regime, financing, foreign trade and exchange regime, policy environment for foreign investment.

**POLITICS AND INSTITUTIONS (EIU RATINGS):** political stability, risk of armed conflict or social unrest, defence spending, transfer of power, terrorism threat, international disputes and tensions, institutional effectiveness, government stance towards business, effectiveness of system in policy implementation, quality of bureaucracy, transparency and fairness of legal system, corruption, impact of crime.

**PRIVATE ENTERPRISE (EIU RATINGS):** degree of property rights protection, setting up new businesses, freedom to compete, promotion of competition, intellectual property, price controls, lobbying by special interest groups, state ownership/control.

**LABOUR MARKET (EIU RATINGS):** industrial relations, restrictiveness of labour laws, wage regulation, hiring of foreign nationals, working days lost to strikes.

**TAX REGIME (EIU RATINGS):** corporate tax burden, top marginal income tax, value-added tax, employers' social security contributions, fiscal system and new investment, fairness of tax system, top corporate tax rate, top marginal rate of income tax, VAT rate, employers' social security contributions rate.

**FINANCING (EIU RATINGS):** banking system openness, financial regulatory system and market distortions, access of foreigners to local market, access to medium-term finance, stockmarket capitalisation, domestic credit provided by banking sector, interest rate spread.

**FOREIGN TRADE AND EXCHANGE REGIME (EIU RATINGS):** capital-account liberalisation, current-account restrictions, tariff and non-tariff barriers, average customs tariff rate, import duties.

**POLICY TOWARDS FOREIGN INVESTMENT (EIU RATINGS):** government policy towards foreign investment, expropriation risk, investment protection schemes.

### Country credit risk

**OVERALL RISK RATING AND SCORES:** political risk, economic policy risk, monetary policy risk, fiscal policy risk, exchange-rate policy risk, trade policy risk, regulatory policy risk, economic structure risk, global environment risk, economic growth risk, current-account risk, debt structure risk, financial structure risk, liquidity risk.

**CURRENCY RISK RATING AND SCORES:** political risk, economic policy risk, monetary policy risk, fiscal policy risk, exchange-rate policy risk, trade policy risk, regulatory policy risk, economic structure risk, global environment risk, economic growth risk, current-account risk, debt structure risk, financial structure risk, liquidity risk.

**SOVEREIGN DEBT RISK RATING AND SCORES:** political risk, economic policy risk, monetary policy risk, fiscal policy risk, exchange-rate policy risk, trade policy risk, regulatory policy risk, economic structure risk, global environment risk, economic growth risk, current-account risk, debt structure risk, financial structure risk, liquidity risk.

**BANKING SECTOR RISK RATING AND SCORES:** political risk, economic policy risk, monetary policy risk, fiscal policy risk, exchange-rate policy risk, trade policy risk, regulatory policy risk, economic structure risk, global environment risk, economic growth risk, current-account risk, debt structure risk, financial structure risk, liquidity risk.

### Business operations risk

**RISKS TO BUSINESS PROFITABILITY:** Overall score, security risk, political risk, legal & regulatory risk, macroeconomic risk, foreign trade & payments risk, financial risk, tax policy risk, labour market risk, infrastructure risk.

## Which countries and regions are covered?

### Americas

Argentina, Brazil, Canada, Chile, Colombia, Ecuador, Mexico, Peru, United States, Venezuela

### Asia and Australasia

Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam

### Eastern Europe

Azerbaijan, Bulgaria, Czech Republic, Hungary, Kazakhstan, Poland, Romania, Russia, Slovakia, Ukraine

### Western Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, United Kingdom

### Middle East and Africa

Algeria, Egypt, Iran, Israel, Nigeria, Saudi Arabia, South Africa

### Regional aggregates

Asia and Australasia, East-central Europe, Economies in Transition, G7, Latin America, Middle East and North Africa, Middle East and Sub-Saharan Africa, North America, Sub-Saharan Africa, Western Europe, World

## How to order

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